

Amendments to the Claims:

Please amend the claims in the above-referenced patent application by way of the following complete listing of claims, in which changes are shown relative to the immediately prior version of the claims.

1. (Currently amended) An electronic label (1) ~~for a display system, in particular for displaying prices in a store, the label~~ comprising a housing (5) ~~presenting~~ having at least one wall (2), a display disposed along the wall, and ~~transmitter means including~~ an antenna (100; 200) ~~suitable for transmitting a signal from the label to a receive antenna of the display system, the label being characterized in that the antenna (100; 200) extends generally in a plane adjacent to at least one face (21) of~~ extending along the wall (2) in such a manner as to constitute a stack together with said the wall, the antenna extending at least partially around the display.

2-17. (Canceled)

18. (New) The electronic label of Claim 1, wherein the antenna comprises a conductive patterned material disposed on a supporting sheet.

19. (New) The electronic label of Claim 1, further comprising an insulating layer, wherein the antenna is disposed between the wall and the insulating layer.

20. (New) The electronic label of Claim 19, wherein the insulating layer comprises a decorative layer.

21. (New) The electronic label of Claim 1, wherein the antenna comprises a wire antenna.

22. (New) The electronic label of Claim 1, wherein the antenna comprises a first antenna head and a second antenna head.

23. (New) The electronic label of Claim 22, wherein the display is disposed between the first antenna head and the second antenna head.

24. (New) The electronic label of Claim 23, wherein at least a portion of the first antenna head is linear, and wherein at least a portion of the second antenna head is linear and parallel to the linear portion of the first antenna head.

25. (New) The electronic label of Claim 22, further comprising an electrical bridge connecting the first antenna head to the second antenna head.

26. (New) The electronic label of Claim 22, further comprising a flat cable connected to the first antenna head and connected to the second antenna head.

27. (New) The electronic label of Claim 26, further comprising an electronic circuit, wherein the flat cable connects the antenna to the electronic circuit.

28. (New) The electronic label of Claim 27, wherein the flat cable comprises at least one tab soldered to the electronic circuit.

29. (New) The electronic label of Claim 28, wherein the tab defines an opening in which solder is disposed.

30. (New) The electronic label of Claim 27, wherein the wall defines an opening through which the flat cable is passed.

31. (New) The electronic label of Claim 22, wherein each antenna head comprises a widened portion.

32. (New) The electronic label of Claim 22, wherein the first antenna head comprises two widened portions that are disposed perpendicular to each other such that a first L-shape is defined, and wherein the second antenna head comprises two widened portions that are disposed perpendicular to each other such that a second L-shape is defined.

33. (New) The electronic label of Claim 32, wherein the first L-shape is defined as a mirror image of the second L-shape, and wherein the first antenna head is disposed relative to the second antenna head such that the first L-shape and second L-shape are symmetrically.

34. (New) The electronic label of Claim 22, wherein the display comprises metal disposed between the first antenna head and the second antenna head.

35. (New) The electronic label of Claim 34, wherein a capacitor is defined by the first antenna head, the second antenna head, and the display.

36. (New) The electronic label of Claim 35, further comprising an electrical bridge connecting the first antenna head to the second antenna head, a first impedance-matching tap connected to the first antenna head, and a second impedance-matching tap connected to the second antenna head.